PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Sue Norris DATE: February 16, 1995

FROM: Marian Wood

SUBJECT: DAVE'S RESEARCH - SEATTLE

This confirms that qualitative research has been scheduled for Dave's on March 15th and 16th in Seattle. These groups will be held among Trier Acceptors and Trier Rejecters in order to gauge reactions to Dave's product, explore the concept of Dave's Tobacco Company and to expose consumers to new creative.

The focus groups will be held at:

The Gilmore Research Group
2324 Eastlake Avenue East
Seattle, WA 98102
Phone: (206)726-5555
Fax: (206)726-5620

The schedule for the research is:

Wednesday, March 15th

4:00 p.m. - 18-24 year old female Marlboro Trier Acceptors
5:00 p.m. - 18-24 year old male Marlboro Trier Acceptors
6:00 p.m. - 25-34 year old male Camel Trier Acceptors
7:00 p.m. - 18-30 year old male Marlboro Trier Rejecters
8:00 p.m. - 18-30 year old male Discount Trier Acceptors

Thursday, March 16th

4:00 p.m. - 18-30 year old female Discount Trier Acceptors
5:00 p.m. - 25-34 year old male Marlboro Trier Acceptors
6:00 p.m. - 18-24 year old male Camel Trier Acceptors
7:00 p.m. - 18-30 year old male Discount Trier Rejecters
8:00 p.m. - 18-30 year old male Discount Trier Rejecters

We will need for you to provide product and two copies of all materials to be exposed during the groups by Monday, March 13th.

Attached to this memo are directions to the facility, a list of recommended hotels and the research Topic Guide. Please call me with any comments.

cc: D. Beran
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Marian

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Source: https://www.industrydocuments.ucsf.edu/docs/qhxj0004